

AMENDMENTS TO THE CLAIMS

B/ 1. (Withdrawn) A method for presenting to a user at a station connected to a distributed computer network, relevant areas of distributed computer network sites, comprising, the steps of:

receiving across the distributed computer network an indication of a mind set of the user in navigating the network, wherein the mind set indicates a navigational goal of the user over the distributed computer network;

cross-referencing the indicated user mind set with a mind set data store of potential user goals to find at least one indicated goal;

cross-referencing the indicated user goal with a service data store of a set of services, the set of services potentially reflecting the navigational goal of the user mind set;

matching the set of services in the cross-referencing step with a list of service providers that provide the set of services that potentially reflect the navigational goal of the user; and,

displaying the list of services and service providers to the user at the station.

2. (Withdrawn) A method as in claim 1, further comprising, the step of:
offering the user a promotion associated with a service provider that relates to the received user mind set.

3. (Withdrawn) A method as in claim 1, wherein the displaying step, further comprises, the step of:

sending the list to a tool that creates a user interface for the constructed list.

4. (Withdrawn) A method as in claim 1, wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, and a voice-based platform.

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5. (Withdrawn) A method for presenting to a user at a station connected to a distributed computer network, relevant areas of distributed computer network sites, comprising, the steps of:

displaying to the user across the distributed computer network a set of potential user mind sets and a set of potential contextual inferences;

receiving from the user at least one of a user mind set or a contextual inference, wherein the user mind set or contextual inference indicates a navigational goal of the user over the distributed computer network;

sending the user to a new location on the distributed computer network in response to the received user response; and,

presenting to the user at the station a list of service providers in response to the received user response, the list of service providers providing services in accordance with the received user response.

6. (Withdrawn) A method as in claim 5, further comprising, the a step of:
outlining an activity history that reflects the received user response on a visual display at the station.

7. (Withdrawn) A method as in claim 6, further comprising, the step of:
recording the activity history electronically.

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8. (Withdrawn) A method as in claim 7, further comprising, the step of:
transmitting the electronically stored activity history.
9. (Withdrawn) A method as in claim 8, further comprising using the transmitted
electronically stored activity history for a customization of a navigational environment.
10. (Withdrawn) A method as in claim 5, further comprising, the step of:
offering the user an additional enhancement wherein the additional enhancement
comprises a promotion associated with a service provider that relates to the received user response.
11. (Withdrawn) A method as in claim 5, wherein the station is at least one of a
personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based
platform, a wireless digital platform, and a voice-based platform.
12. (Withdrawn) A method as in claim 5, further comprising, the step of:
generating a fee to the service provider each time a service associated with the service
provider is presented to the user.
13. (Withdrawn) A method as in claim 5, further comprising the step of:
receiving from the user a selection from the list, the selection being consistent with the
navigational goal of the user over the distributed computer network.
14. (Withdrawn) A method as in claim 13, further comprising the step of:
generating a fee to a service provider each time a user selection associated with the
service provider is received from the user.

15. (Original) A system for delivering targeted ads to a user operating a station connected to a distributed computer network, comprises:

an ad server which maintains the targeted ads for the user at the station across the distributed computer network;

a data store that identifies a set of rules associated with an ad, the rules indicate a level of relevancy of an ad to a particular content; and

a match maker that parses the particular content by objects and corresponding attributes, that maps a targeted ad to the particular content by applying the rules in the data store, and that sends an identification of the targeted ad to the ad server.

16. (Original) A system as in claim 15, wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, and a voice-based platform.

62 17. (Withdrawn) A system for sending targeted services to a user at a station connected to a distributed computer network, comprises:

an object registry that identifies a first set of objects relevant to services provided by a service provider and that maps the first set of objects to the services provided by the service provider; and,

a match maker that parses content in a document, that identifies a second set of objects relevant to the content, that groups the second set of objects relevant to the content, that cross-references the first set of objects with the second set of objects to determine targeted services

relevant to both the first and the second set of objects, and that sends the targeted services to the user across the distributed computer network.

18. (Withdrawn) A system as in claim 17, wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, and a voice-based platform.

19. (Withdrawn) A system for presenting to a user at a station connected to a distributed computer network, relevant computer network sites, comprising:

a mind set data store that stores a set of potential user goals;

a service data store that stores a set of services; and,

a processor that receives from the user an indication of a user mind set in navigating the network, wherein the mind set indicates a navigational goal of the user over the distributed computer network, the processor cross-references the indicated mind set with the potential user goals in the mind set data store, cross-references the indicated user goal with the set of services potentially reflecting the navigational goal of the user, matches the set of cross-referenced services with a list of service providers that provide that set of services, and displays the list of services and service providers to the user at the station.

20. (Withdrawn) A system as in claim 19, wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, and a voice-based platform.

21. (Withdrawn) A method for presenting to a user at a station connected to a distributed computer network, relevant areas of distributed computer network sites, comprising the steps of:

maintaining targeted ads for the user at the station across the distributed computer network;

identifying a set of rules indicating a level of relevancy of an ad to a particular content;

parsing a particular content by objects and corresponding attributes; and

mapping a targeted ad to the particular content applying the identified rules.

22. (Withdrawn) A method as in claim 21 wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, and a voice-based platform.

23. (Withdrawn) A method for presenting to a user at a station connected to a distributed computer network, relevant areas of distributed computer network sites, comprising, the steps of:

identifying a first set of objects relevant to services provided by a service provider;

mapping the first set of objects to the service provided by the service provider;

parsing a second set of objects relevant to content in a document;

grouping the second set of objects relevant to content in a document;

cross-referencing the first set of objects with the second set of objects to determine targeted services; and

sending targeted services to the user across the distributed computer network.

24. (Withdrawn) A method as in claim 23, wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, and a voice-based platform.

25. (Withdrawn) A method as in claim 23, further comprising the step of:
generating a fee to the service provider associated with the sent targeted service.

26. (Withdrawn) A method as in claim 23, further comprising the step of:
receiving from the user a user selection.

27. (New) A system as in claim 15, wherein the targeted ad is presented to the user in at least one of static text, Hyper Text Markup Language, image, Flash, and rich media format.

28. (New) A system as in claim 15, wherein an advertiser has purchased a right to advertise the targeted ads maintained by at least one of the ad server, an ad network, and an affiliate network.

29. (New) A system as in claim 15, wherein the objects parsed by the matchmaker are at least one of a keyword, a key phrase, and a structural relationship of at least one of multiple keywords, multiple key phrases, a keyword with a key phrase, and multiple keywords with multiple key phrases.

30. (New) A system as in claim 29, wherein said at least one key word, a key phrase, and structural relationship was purchased by an advertiser for targeted advertising.

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31. (New) A system as in claim 15, wherein the rules relate to at least one of a keyword, a key phrase and a structural relationship of at least one of multiple keywords, multiple key phrases, a keyword with a key phrase, and multiple keywords with multiple key phrases that was purchased by an advertiser for targeted advertising and wherein the data store stores a price at which said at least one key word, key phrase, and structural relationship was purchased and a performance measurement of a targeted ad associated with the purchased at least one key word, key phrase, and structural relationship.

32. (New) A system as in claim 31, wherein performance is measured by at least one of changes in revenues and click through rates of the targeted ads.

33. (New) A system as in claim 15, wherein the particular content is a portion of content from a location on the distributed computer network that the user requested to view.

34. (New) A system as in claim 15, wherein the particular content is a portion of content from a location on the distributed computer network that the user requested to receive.

35. (New) A system as in claim 15, wherein the rules enable a classification of the particular content according to a channel.

36. (New) A system as in claim 35, wherein the channel into which the particular content is classified is related to past consumption by a user as consequence of a targeted ad that was received by the user.

37. (New) A system as in claim 35, wherein the channel into which the particular content is classified is among a channel used for existing advertising sales by at least one of an advertiser, an ad network, and an affiliate network.

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38. (New) A system as in claim 15, wherein the matchmaker parses the particular content and maps to the targeted ad in real time as the user operates at the station connected to the distributed computer network.

39. (New) A system as in claim 15, wherein the matchmaker parses the particular content and maps to the targeted ad prior to the user operating at the station connected to the distributed computer network.
